BRITISH COLUMBIA
ARTS COUNCIL

Service Plan

2006/07 – 2008/09

2008-05970/

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Letter from the Chair

Honorable Olga Ilich
Minister of Tourism,
Sport and the Arts

Dear Minister:

I am pleased to submit the Service Plan of the British Columbia Arts Council.

The Arts Council was established by provincial legislation to support arts and cultural activity throughout the province. It meets this mandate by developing policy and programs in support of the sector, by distributing funds allocated by the legislature and by representing the interests of the arts and cultural community. The Council has identified six goals in support of this mandate:

- Artistic excellence, creativity and innovation are recognized and encouraged.
- Arts and cultural organizations are healthy and sustainable.
- Opportunities to participate in arts and cultural activities are available throughout the province.
- Diversity in cultural traditions is recognized and supported, and new art forms are encouraged.
- A range of markets exist for artists and arts and cultural organizations.
- Effective and efficient administrative, evaluative and policy development processes are maintained.

To ensure that these goals continue to be relevant, the Council has completed a strategic priorities review. This review has confirmed Council objectives and focused the approach that Council will take in developing and delivering its programs.

The Council has also taken note of the provincial government's strategic plan and the goals government has identified for the next decade. The Council believes that the arts and cultural sector and the programs of the Arts Council can contribute significantly to the achievement of the province's goals and these will be taken into account as the Council establishes its program and funding priorities in coming years.

Included in the 2005/06 provincial budget was a $3 million addition to the base of the British Columbia Arts Council. These funds will allow the Council to begin addressing the priorities that were confirmed through its strategic review process. Also announced was the establishment of the $25 million Arts Renaissance Fund to be administered by the Vancouver Foundation. The Renaissance Fund will assist arts and cultural organizations to

develop endowments through matching grants and will have significant long term benefits for the sector.

Over the past two years the Arts Council has taken the national lead in exploring the relationship between participation in arts and cultural activities and healthy communities and individuals. This culminated in a national forum hosted by the Arts Council that brought together artists, health practitioners and policy makers to explore this relationship. The Council hopes to continue this work over the period of this service plan.

Next year represents the first year of British Columbia's Olympiad. Over the four year period leading to the Olympic and Paralympic Games, the province's arts and cultural community will be our showcase to the world. This is an unparalleled opportunity for both the arts and the province. The Arts Council will continue to work with the Olympic partners to ensure an important role for BC artists in the success of the Olympiad. While Council is proud of its programs, and of the processes that it has in place to ensure that funds are distributed equitably and effectively, it does face challenges in realizing its objectives.

The Council is responding to a significant increase in the demand on its resources, both from existing arts and cultural organizations and from newer organizations attempting to establish themselves within the cultural community. The Council is attempting to balance the needs of its existing clients with the necessity that new organizations are required if the community is to retain and renew its creative vitality.

Of equal importance is the need to find a balance between encouraging artistic excellence and ensuring that opportunities exist for people throughout the province to participate in cultural activities. Increasingly the Council is being asked to respond to the development needs of organizations throughout British Columbia. Meeting these expectations without compromising the viability of existing organizations remains a challenge.

The demographic composition of the province is changing and the Council's programs must reflect this change. Finding the means to encourage different forms of cultural expression that reflect the traditions and expectations of all British Columbians is a priority of the Council.

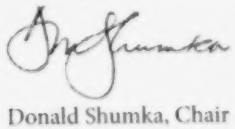
The additional funds that the government has provided to the Council in the 2005/2006 budget will allow Council to begin to address some of these issues. The Council will continue to advise government on the level of investment required to support the sector.

The Council believes that a vital and sustainable arts and cultural sector can contribute significantly to the future economic and social prosperity of our province.

The Council will, therefore, continue through the period of this Service Plan to advance the role of arts and culture in developing healthy and competitive communities and continue to articulate the potential social and economic benefits of creative activity as public policy and investment recommendations are developed.

On behalf of the British Columbia Arts Council and its members, I would like to thank you for giving the Council the opportunity to contribute to the continuing development of our province.

Sincerely,

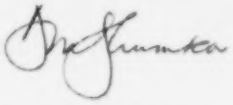


Donald Shumka, Chair

Accountability Statement

The 2006-07 to 2008-09 British Columbia Arts Council Service Plan was prepared under my direction in accordance with the Budget Transparency and Accountability Act. I am accountable for the contents of the plan, including the selection of performance measures and targets. The plan is consistent with government's strategic priorities and overall strategic plan. All significant assumptions, policy decisions, and identified risks as of January 2006 have been considered in preparing the plan. I am accountable for ensuring that the British Columbia Arts Council achieves its specific objectives identified in the plan and for measuring and reporting actual performance.

The performance targets in this plan have been determined based on a determination of the British Columbia Arts Council's operating environment, forecast conditions, risk assessment and past performance.



Donald Shumka, Chair
British Columbia Arts Council

Overview of the BC Arts Council

The British Columbia Arts Council is an agency established by the provincial government under the Arts Council Act to provide:

- Support for the arts and cultural community in British Columbia;
- An opportunity for people to participate in the arts; and
- An open, accountable and impartially administered process for managing provincial funds.

Through the British Columbia Arts Council, the Province exercises its responsibility to provide programming that assists artistic and cultural activity. The programs offered through the Council can be grouped as:

- Professional Arts and Cultural Development;
- Community Arts Development;
- Touring;
- Arts Awards for Individuals;
- Publishing; and
- Sustainability.

In combination, these programs support community and professional arts and cultural organizations and individual artists, as well as encouraging greater access to cultural and artistic experiences throughout the province. In performing its duties, the British Columbia Arts Council must:

- Consult with artists, arts and cultural organizations, governments and other interested communities;
- Allocate the money appropriated annually by the Legislature; and
- Support arts and culture through public education, conducting research, advocacy, awarding grants, and providing information on the Council and arts and culture in British Columbia.

Administrative and program support for the British Columbia Arts Council is provided by the Cultural Services Branch of the Ministry of Tourism, Sport and the Arts.

The Council consists of up to fifteen (15) members who are broadly representative of the regions, cultural diversity and artistic communities of British Columbia. The Lieutenant Governor in Council designates the chair and vice-chair of the Council as well as appointing members.

The current members of the British Columbia Arts Council are as follows:

Donald Shumka, Chair
Vancouver

Christopher Armstrong
Vancouver

Michael Audain
Vancouver

John Eggleton
Nelson

Salvador Ferreras
Richmond

J. Graham Kelsey
Big Lake Ranch

Robert Kerr
Vancouver

Alma Lee
Vancouver

Marianne Nicolson
Victoria

David Ross
Kamloops

BrianScott
Black Creek

There are three committees supporting the Council;

- Executive Committee (Donald Shumka, Chair)
- Program Committee, (Salvador Ferreras, Chair)
- Communications Committee (Robert Kerr, Chair)

These subcommittees and the Council overall are guided in their governance activities by the following principles:

- **Representation:** Council should broadly represent the arts and cultural community and reflect the province's regional and ethnic diversity.
- **Direction setting:** Council should establish the organization's strategic direction and provide policy direction to staff.
- **Accountability:** Council recognizes that it is accountable to the people of British Columbia through the provincial government.
- **Peer evaluation:** Council is committed to an adjudication process that is competitive, transparent and that relies upon the professional expertise of peers within the cultural community.
- **Community consultation:** Council recognizes that community consultation is required if policies and programs are to respond to community need.

Strategic Context

VISION

The vision for the British Columbia Arts Council is:

All British Columbians fully participating in a healthy arts and cultural community that is recognized for its excellence.

MISSION

In keeping with this higher-level strategic direction, the mission for the Council is:

The British Columbia Arts Council ***supports the arts and cultural community to enable it to achieve its creative, social and economic potential by providing*** *financial assistance, policy, research,* ***advocacy and public education***

FUNDAMENTAL BELIEFS

A set of fundamental beliefs governs the British Columbia Arts Council's involvement with arts and culture and consists of:

- The belief that a vibrant arts and cultural community is essential to a healthy society;
- The belief in artistic excellence;
- The belief in inclusiveness; and
- The belief in diversity of artistic practice in all art forms.

The Council is further governed by its:

- Desire to embrace the future while seeking to reflect our past;
- Belief in transparency and accountability; and
- Adherence to the principles of equality, merit and independence.

GOALS

The goals of the British Columbia Arts Council are guided by, and consistent with, the strategic priorities of government. In particular, the Council contributes towards education and literacy, access, healthy living, and economic prosperity for citizens across the province. Additionally, as arts and cultural activity is people based and idea driven, growth and employment in this area contributes to environmentally sustainable development. Within this context, the desired results for the British Columbia Arts Council in striving to achieve its vision are:

1] Artistic excellence, creativity and innovation are recognized and encouraged.
2] Arts and cultural organizations are healthy and sustainable.
3] Opportunities to participate in arts and cultural activities are available throughout the province.
4] Diversity in cultural traditions is recognized and supported, and new art forms encouraged.
5] A range of markets exists for artists, and arts and cultural organizations.

In achieving the above goals, it is necessary for the Council to continually improve upon, and learn from, its performance. To reflect this, an additional goal that is more internal has been established:

6] Effective and efficient administrative, evaluative and policy development processes are maintained.

The relevance of these goals is assessed on a regular basis and they are used to assist Council in allocating resources between programs.

VISION

All British Columbians fully participating in a healthy arts and cultural community that is recognized for its excellence.

GOALS	OBJECTIVES	PERFORMANCE MEASURES
Goal 1 *Artistic excellence, creativity and innovation are recognized and encouraged.*	1] An adjudication process that identifies and supports artistic excellence. 2] Opportunities and resources exist for artists and creators to train, create and reach an audience. 3] BC artists and arts and cultural organizations are recognized both nationally and internationally	• Level of engagement of professional expertise across artistic disciplines • Level of engagement of professional expertise by region (repeated under Goal 3) • Number of applicants for support and award recipients • Summary of professional development opportunities provided by the Council • Awards and recognition achieved by BC artists and cultural organizations supported by the BC Arts Council

Goal 2
Arts and cultural organizations are healthy and sustainable.
	1] Arts and cultural organizations have the capacity to improve their long-term effectiveness and sustainability.
	2] A base of funding for arts and cultural organizations that recognizes and supports their contribution to the province's social and economic development.
	3] Supportive public policies and programs for arts and cultural organizations in British Columbia.
		• Sectoral assessments of arts and cultural organizations based on the professional opinions provided by BC Arts Council adjudicators
		• Financial health of arts and cultural organizations (change in total net financial position for sampled organizations)
		• Number of:
		  ◦ Endowments created or enhanced;
		  ◦ Capacity initiatives supported

Goal 3 *Opportunities to participate in arts and cultural activities are available throughout the province.*	1] Opportunities to participate in arts and cultural activities exist in communities where geographic, economic or other factors limit access. 2] Programs are accessible to organizations and individual artists province-wide. 3] Opportunities to experience the arts and culture are available in British Columbia schools.	• Funds distributed by region • Level of engagement of professional expertise by region (repeated under Goal 1) • Number of communities benefiting from BC Arts Council activity
Goal 4 *Diversity in cultural traditions is recognized and supported, and new art forms encouraged.*	1] Diverse cultural traditions and artistic practices are available to the public. 2] Artistic excellence in all cultural traditions is recognized. 3] Opportunities exist for artists to interpret, explore and create using new technologies and art forms.	• Summary of the range of artistic practices supported through the adjudication process • Level and nature of participation in diverse collaborations and unincorporated musical ensembles
Goal 5 *A range of markets exists for artists, and arts and cultural organizations.*	1] Artists and arts and cultural organizations are assisted to reach new markets and develop new products and services.	• Number of Touring Initiatives supported by the BC Arts Council • Number and geographic distribution of performances and residencies by artists in communities throughout the province
Goal 6 *Effective and efficient administrative, evaluative and policy development processes are maintained.*	1] An effective policy and program development process. 2] Cost effective program administration. 3] An equitable, transparent and accountable adjudication process.	• Annual number of program evaluations: completed, and adopted • Acceptance of process by stakeholders (number and rate of appeals) • Council administrative costs as a percentage of awards • Average length of time to process funding submissions on an annual basis • Percentage of operating and project organizations submitting electronically

The British Columbia Arts Council serves the people of British Columbia by assisting the development of the province's arts and cultural community. It fulfills this responsibility, in part, by delivering a range of programs intended to meet the needs of a large and diverse arts and cultural constituency. This constituency continues to make a remarkable contribution to the economic and social wellbeing of British Columbia.

OPPORTUNITIES

In a world where societies are increasingly based on creativity and where the generation and control of intellectual property is complementary to the more traditional determinants of prosperity, a vibrant arts and cultural sector can be a competitive social and economic advantage.

Increased provincial investment in arts and culture:

Included in the 2005/06 provincial budget was a $3 million addition to the base of the British Columbia Arts Council. These funds will allow the Council to begin addressing the priorities identified in its strategic review process. Also announced as part of the budget was the $25 million Arts Renaissance Fund. This fund will be administered by the Vancouver Foundation and will invest in establishing and augmenting organizational endowments and contribute to capacity building initiatives throughout the sector. The province further announced a significant commitment to improving arts access and arts education in the public school system. This investment will provide long-term benefits to the arts and cultural sector by improving arts literacy and arts appreciation throughout the education system.

2010 Winter Olympic and Paralympic Games:

The provincial Olympiad begins in 2006 and concludes with the Olympic Games in Vancouver and Whistler in 2010. Culture is the second pillar of the Olympic movement and there is an expectation that arts and cultural activities will be a focus of related activities over the Olympiad. This period will provide BC artists and organizations with a remarkable opportunity to showcase the depth of our creative talent to the world. The degree to which the sector will be able to take advantage of the Olympiad relies to an extent on the opportunities that are available to create and showcase BC productions and exhibitions under the Olympic program. The Council will work with the Provincial Government and with other Olympic partners to develop these opportunities.

Building on a strong commitment to community:

The strength of our cultural sector remains its commitment to invest in creative projects and activities that serve people and communities across British Columbia.

Throughout the province there are thousands of examples of cultural programs and projects that enrich, stimulate and entertain the people of BC. The Council remains committed to an adjudication system that attempts to identify and support the best of these activities wherever they exist within the province. The Council is also committed to continuing to explore the broader impact of cultural activities. The Forum on Culture and Health has sparked a national discussion on the contribution made by the arts to individual and community health (for more detailed information refer to the BC Arts Council website www.bcartscouncil.ca). The Council will also continue to support arts-based community development activities that use the artistic process to address social issues and build stronger communities.

Continued development of the province's cultural industries:

Over the past two decades, the province has developed an international recognition for the quality of its cultural industries. British Columbia is an internationally recognized centre for film and television production, for new media and animation, and for publishing. The Council will continue to identify areas of potential growth in the cultural sector and work with the provincial government to identify means through which this growth can be realized.

CHALLENGES FACING THE ARTS AND CULTURAL SECTOR

Operating within a dynamic and changing environment:

While the arts and cultural sector remains committed to serving all British Columbians, this responsibility is becoming increasingly difficult as the population of the province becomes more diverse and encompasses more cultural traditions. The ability of our cultural organizations and the BC Arts Council to serve this richer but more complex mosaic is constrained by both knowledge and resources.

Equally challenging is the difficulty of providing reasonable access to artistic and cultural experience in all areas of British Columbia. The increasing urbanization of the province makes it more difficult for residents in nonurban areas to participate in arts and cultural activities.

The additional resources provided to the Arts Council by the provincial government will allow Council to begin addressing these challenges.

Investment and development capacity:

Arts and cultural organizations are generally not well capitalized. Securing the resources necessary to maintain sustainable operations and to invest in new creative activities remains a problem throughout the sector. While the availability of additional funds will assist in addressing this issue, it is a larger problem that, at its most fundamental level, goes to the relationship between the sector and the community it serves. A vibrant cultural community contributes significantly to our social and economic prosperity and to the development of an inclusive and open society. As this contribution becomes better recognized, it is expected that private and public resources necessary to sustain and develop the sector will become available.

The Council will continue to make the economic and social arguments for the sector over the term of this service plan.

The creation of the Arts Renaissance Fund by the provincial government will be of significant benefit to the arts and cultural community in improving its long-term financial sustainability.

Capacity of the BC Arts Council:

The province's arts and cultural community is a large and diverse constituency. Growing competition for financial resources and the need for staff to assist in the development of the sector remains a challenge for the Arts Council in achieving its goals and objectives. This, in turn, limits the ability of the arts and cultural sector to realize its creative and public service potential.

Goals, Objectives, Strategies, Measures and Targets

Goal 1

Artistic excellence, creativity and innovation are recognized and encouraged.

Objectives

1] An adjudication process that identifies and supports artistic excellence.

2] Opportunities and resources exist for artists and creators to train, create and reach an audience.

3] BC artists and arts and cultural organizations are recognized both nationally and internationally.

Strategies

a] Enhance the on-line juror database to receive electronic nominations.

b] Maintain the program evaluation schedule and continue to revise BC Arts Council program guidelines and evaluation criteria.

c] Enhance programs for individual artists, professional development, and community presenters.

d] Integrate the strategic priorities of Council across a range of programs.

Measure	2004-05 Actual	2006-07 Target	2007-08 Target	2008-09 Target
• Level of engagement of professional expertise across artistic disciplines	113 professional experts across eight artistic disciplines **	Maintain representation across the eight artistic disciplines	Maintain	Maintain
• Level of engagement of professional expertise by region (repeated under Goal 3)	A total of 113 professional experts engaged across all five regions of the province *	Maintain representation across all five regions	Maintain	Maintain
• Number of applicants for support and award recipients	1,498 applications for support and 758 award recipients *	1,600 applications for support	Maintain	Maintain
• Summary of professional development opportunities provided by the Council	Total of 21 awards provided to support professional development, (PD) and 75 advanced study (AS) awards *	25 PD Awards 75 AS Awards	Maintain	Maintain
• Awards and recognition achieved by BC artists and cultural organizations supported by the BC Arts Council	Examples provided of awards and recognition achieved by artists and arts and cultural organizations *	N/A	N/A	N/A

** Data Source: Grant Tracking Management System (GTMS) Database*
*** Data Source: BC Arts Council Statistics*

Goal 2

Arts and cultural organizations are healthy and sustainable.

Objectives

1] Arts and cultural organizations have the capacity to improve their long-term effectiveness and sustainability.

2] A base of funding for arts and cultural organizations that recognizes and supports their contribution to the province's social and economic development.

3] Supportive public policies and programs for arts and cultural organizations in British Columbia.

Strategies

a] Provide for timely, reliable and sustainable funding for organizations: maintain existing and pursue new multi-year funding models.

b] Support the development of the Centre for Sustainability.

c] Assist the Vancouver Foundation to develop the Art Renaissance Fund.

d] Support the Arts Partners in Organizational Development (Arts-POD) program.

e] Inform government partners and policy leaders on the linkages between participation in arts and culture, and healthy and creative individuals and economy.

Measure	2004-05 Actual	2006-07 Target	2007-08 Target	2008-09 Target
• Sectoral assessments of arts and cultural organizations based on the professional observations provided by BC Arts Council adjudicators	Synopsis of advisory committee and jury observations on issues affecting the sector **	Professional assessment maintained and reported	As in 2006-07	As in 2006-07
• Financial health of arts and cultural organizations (change in total net financial position for sampled organizations)	A net financial deficit of $1,017,987 based on total revenues of almost $99.7 million across 25 sampled organizations*	N/A	N/A	N/A

• Number of:
  ◦ Endowments created or enhanced;
  ◦ Capacity initiatives supported
	Baseline to be established in fiscal 2005-06	Targets TBD	Targets TBD	Targets TBD

** Data Source: Grant Tracking Management System (GTMS) Database*
*** Data Source: Advisory Committee reports*

Goal 3

Opportunities to participate in arts and cultural activities are available throughout the province.

Objectives

1] Opportunities to participate in arts and cultural activities exist in communities where geographic, economic or other factors limit access.
2] Programs are accessible to organizations and individual artists province-wide.
3] Opportunities to experience the arts and culture are available in British Columbia schools.

Strategies

a] Encourage the participation of culturally diverse artists from communities across the province.
b] Strengthen Community Arts programming.
c] Refine electronic access to BC Arts Council programs.
d] Initiate an arts-based community development program.
e] Conduct regional meetings for the BC Arts Council to promote awareness of programs and opportunities throughout the province.

Measure	2004-05 Actual	2006-07 Target	2007-08 Target	2008-09 Target
• Funds distributed by region	Distribution of funds across all five defined regions of the province, with a correlation between distribution of population and delivery of funding*	All regions are represented on an annual basis in Council awards	Maintain	Maintain
• Level of engagement of professional expertise by region (repeated under Goal 1)	A total of 113 professional experts engaged across all five regions of the province *	Maintain representation across all five regions	Maintain	Maintain
• Number of communities benefiting from BC Arts Council activity	A total of 225 communities benefited from BC Arts Council supported activity *	Maintain level of community participation in Arts Council programs	Maintain	Maintain

** Data Source: Grant Tracking Management System (GTMS) Database*

Goal 4

Diversity in cultural traditions is recognized and supported, and new art forms encouraged.

Objectives

1] Diverse cultural traditions and artistic practices are available to the public.

2] Artistic excellence in all cultural traditions is recognized.

3] Opportunities exist for artists to interpret, explore and create using new technologies and art forms.

Strategies

a] Modify access to music projects to encourage the participation of unincorporated ensembles or groups of musicians.

b] Refine the guidelines for the Diverse Collaborations component of the Community Presenters Assistance program.

c] Determine the feasibility of cultural diversity self identification as part of the adjudication process.

d] Modify program guidelines to reflect the BC Arts Council strategic priority of cultural inclusiveness.

Measure	2004-05 Actual	2006-07 Target	2007-08 Target	2008-09 Target
• Summary of the range of artistic practices supported through the adjudication process	Examples provided of how the Council provided access to a variety of cultural events and presentations *	N/A	N/A	N/A
• Level and nature of participation in diverse collaborations and unincorporated musical ensembles[1]	Baseline to be established in fiscal 2005-06	Targets TBD	Targets TBD	Targets TBD

** Data Source: Grant Tracking Management System (GTMS) Database*

1 - This performance measure will replace an existing one on the range of artistic practices supported once a baseline has been established.

Goal 5

A range of markets exists for artists, and arts and cultural organizations.

Objectives

1] Artists and arts and cultural organizations are assisted to reach new markets and develop new products and services.

Strategies

a] Assist organizations with strategic planning and development.

b] Support touring activity and market development.

c] Support attendance at international events and showcases, and encourage both national and international touring opportunities.

Measure	2004-05 Actual	2006-07 Target	2007-08 Target	2008-09 Target
• Number of Touring Initiatives supported by the BC Arts Council [2]	The BC Arts Council supported 12 Touring Initiatives *	15	Maintain	Maintain
• Number and geographic distribution of performances and residencies by artists in communities throughout the province	3,300 public school performances across 59 School Districts and 536 community concerts in 50 communities across the province**	Performances: maintain 59 participating School Districts Residencies: TBD [3] Community concerts: maintain involvement of 50 communities across BC	Maintain	Maintain

** Data Source: Grant Tracking Management System (GTMS) Database*

*** Data Source: Arts Starts in Schools database and BC Touring Council database*

2 - This measure represents a refinement of the earlier metric, "markets developed and artists supported for touring", and more accurately reflects how the BC Arts Council assists artists and arts organizations to participate in national and international events.

3 - The breakout of "residencies" reflects a new distinction in programming for the BC Arts Council as of fiscal 2005-06, and targets will be established following the confirmation of a baseline.

Goal 6

Effective and efficient administrative, evaluative and policy development processes are maintained.

Objectives

1] An effective policy and program development process.

2] Cost effective program administration.

3] An equitable, transparent and accountable adjudication process.

Strategies

a] Provide an independent, equitable and merit based evaluation process.

b] Implement the results of the strategic priorities review to ensure that Council resources are targeted towards those areas of greatest priority.

c] Regularly evaluate the effectiveness of BC Arts Council programs.

d] Maintain third-party program delivery partnerships.

e] Implement a technology platform for on-line access to BC Arts Council applications and program materials.

f] Manage the costs associated with the administration of the BC Arts Council.

Measure	2004-05 Actual	2006-07 Target	2007-08 Target	2008-09 Target
• Annual number of program evaluations: completed, and adopted	Completion of three (3) evaluations and conduct of focus groups to explore implementation of recommended changes *	2	Maintain	Maintain
• Acceptance of process by stakeholders (number and rate of appeals)	Two appeals *	Under 3% of applications where applicable	Maintain	Maintain
• Council administrative costs as a percentage of awards	2% **	Below 5% of awards	Maintain	Maintain
• Average length of time to process funding submissions on an annual basis	Average processing time per application of 13 weeks *	Average 12 to 16 weeks	Maintain	Maintain
• Percentage of operating and project organizations submitting electronically 4	116 applications submitted electronically; baseline percentage to be established in fiscal 2005-06 *	Target TBD	Target TBD	Target TBD

** Data Source: Grant Tracking Management System (GTMS) Database*
*** Data Source: Accounting System*
4 - This measure is a refinement of the earlier metric, "description of electronic service delivery transformation initiatives", and better reflects the desired results.

Alignment with Government's Strategic Plan

The directions and strategies for the British Columbia Arts Council, as profiled in this service plan, are consistent with the provincial government's overall priorities and focus. In particular, the Council contributes directly to the provincial government's goals of:

- Make British Columbia the best-educated, most literate jurisdiction on the continent.
- Lead the way in North America in healthy living and physical fitness.
- Create more jobs per capita than anywhere else in Canada.

More specifically, the Council supports the first goal of "make British Columbia the best-educated, most literate jurisdiction on the continent" by ensuring opportunities exist to experience the arts and culture, and providing the means for artists and creators to train, innovate and reach an audience. This is further substantiated through the British Columbia Arts Council's commitment towards supporting public school performances throughout the province.

The Council contributes directly to the second goal of "lead the way in North America in healthy living and physical fitness" by supporting arts and cultural programs and projects that enrich, stimulate and entertain the citizens of British Columbia. Supporting this, the Arts Council is committed to raising awareness of the linkages between participation in arts and culture, and healthy and creative individuals.

The government's third goal of "create more jobs per capita than anywhere else in Canada" is reinforced by the BC Arts Council's efforts to ensure that new art forms are encouraged, and that markets exist for artists and arts and cultural organizations across the province. This is further facilitated through the support provided by the Council for touring activity and market development, as well as towards attendance at international events and showcases.

Summary Financial Outlook

	2005 | 2006 (THOUSANDS)	2006 | 2007 (THOUSANDS)	2007 | 2008 (THOUSANDS)	2007 | 2008 (THOUSANDS)
REVENUE	$ 14,174,000	$ 14,174,000	$ 14,174,000	$ 14,174,000
EXPENDITURE				
Professional Arts Development	$ 10,175,000	$ 10,175,000	$ 10,175,000	$ 10,175,000
Community	$ 1,410,000	$ 1,410,000	$ 1,410,000	$ 1,410,000
Touring	$ 700,000	$ 700,000	$ 700,000	$ 700,000
Arts Awards	$ 1,160,000	$ 1,160,000	$ 1,160,000	$ 1,160,000
Publishing	$ 465,000	$ 465,000	$ 465,000	$ 465,000
Administration	$ 264,000	$ 264,000	$ 264,000	$ 264,000
	$ 14,174,000	$ 14,174,000	$ 14,174,000	$ 14,174,000

Individual program and administrative allocations are made on an annual basis and reflect spending priorities established by the Council.

Over the forecast period, the British Columbia Arts Council will seek additional investment to allow it to more effectively meet its mandate of serving the province's arts and cultural communities.

APPENDIX A

Corporate Governance

As noted earlier in this report, the BC Arts Council is responsible for providing support for arts and culture activity as well as opportunities for people to participate in the arts. The Council is comprised of up to fifteen members who are broadly representative of the various regions, the cultural diversity and the artistic communities of the province.

The Lieutenant Governor in Council appoints members and designates the chair and the vice chair. The Cultural Services Branch provides the BC Arts Council with policy, program and administrative support.

BC ARTS COUNCIL MEMBERS

Donald Shumka, Chair - *Vancouver*

Christopher Armstrong - *Vancouver*

Michael Audain - *Vancouver*

John Eggleton - *Nelson*

Salvador Ferreras- *Richmond*

J. Graham Kelsey - *Big Lake Ranch*

Robert Kerr - *Vancouver*

Alma Lee - *Vancouver*

Marianne Nicolson - *Victoria*

David Ross - *Kamloops*

BrianScott - *Black Creek*

BC ARTS COUNCIL STAFF

Richard Brownsey - *Executive Director*

Susan Cameron - *Coordinator Finance and Administration*

Jennifer Collinson - *Council Secretary*

Sue Donaldson - *Coordinator Visual Arts and Media Arts Programs*

Linda Johnson - *Branch Accounts Clerk*

Monique Lacerte-Roth- *Coordinator Community Arts Development and Training Programs*

Jeremy Long- *Associate Director*

Vikki McDonald - *Branch Secretary*

Walter Quan -*Coordinator Arts Awards Programs*

Ingmarie Thunander - *Assistant*

Stephen White - *Part-Time Coordinator Professional Performing Arts Programs*

Gillian Wood -*Coordinator Professional Performing Arts Programs*

Coordinator, Publishing and Literary Programs

BRITISH COLUMBIA
ARTS COUNCIL